Connecticut State Colleges & Universities
Board of Regents for Higher Education

Upload Media into Blackboard with the Kaltura Video Building Block

With the rapid increase in the use of media in higher education, instructors needed user-friendly tools that would enable them to incorporate video into their Blackboard courses.

This document introduces faculty in the ConnSCU system to the Kaltura streaming media system, and includes information about the options available for uploading, managing, and sharing media files. Once media files have been uploaded and made available through Blackboard, students and faculty can access as easily and intuitively as they would other types of content within a course. The Kaltura Building Block also includes support for mobile playback, and (optionally) enables faculty to allow students to upload media, as well.

Please familiarize yourself with the usage policy at the beginning of this document and then follow the step-by-step instructions which follow *in order to begin making use of this powerful instructional tool.*

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OVERVIEW OF KALTURA

ConnSCU Kaltura Usage and Media Storage Policy

Kaltura video services are provided to course instructors so they may provide a media-rich coursework environment to their students. However, the resource is subject to licensing and budgetary constraints that require limits be placed on usage.

- Any content stored in Kaltura must be related to coursework being delivered through the Blackboard learning environment. Usage outside this environment is prohibited.
- All content in Kaltura is subject to limits of copyright. Individuals and departments using Kaltura for streaming media must either be the author or owner of the media's copyright, have permission from the copyright holder to post the media, or meet the requirements of "fair use exception" in the U.S. Copyright Act for the media.
- To limit storage costs associated with maintaining Kaltura content, any content uploaded to Kaltura that has not been accessed in two years will be removed. *Users are responsible for maintaining original copies of their media content. Once media has been removed from the Kaltura servers, it cannot be retrieved.*
- All posted material must conform to your institutions applicable IT and academic policies, particularly those on Responsible Use and Intellectual Property.

What is the Kaltura Video Building Block?

Kaltura is an online video platform that enables users of the Blackboard Learning Management System to upload various types of media files (video, audio, images) from within Blackboard and deliver them as "streaming media."

What kind of media files can be uploaded into Kaltura?

- Kaltura enables faculty to upload video and audio files in a variety of formats.
- Examples of video formats that can be imported include (but are not limited to): FLV/F4V, MOV/MP4/QT/M4V, AVI, WMV, MPG, and others.
- Examples of audio formats would include (but are not limited to): MP3, MP1/2, AC3, AAC, PCM, WMA7/8/9, and more.

What is "Streaming Media"?

This term refers to a method of delivering media files (which tend to be quite large) over the Internet from a specialized server, in a way that enables the viewer's media player to begin playing the data (such as a movie) before the entire file has been transmitted. Delivering files using dedicated media servers avoids the need for the end-user to download large files and view them offline. It also prevents the

"buffering" that often occurs when video files are being played from regular web servers, which are not optimized to deliver media content.

Files of any type that are uploaded into Kaltura are “transcoded” (converted) for optimal Web, HD, or delivery to mobile devices. When a media file is called for by an end-user, the Kaltura system evaluates the connection speed and device capabilities and then delivers the most appropriate video “flavor” for optimal viewing by that user. In the case of changing network conditions, Kaltura will adapt mid-stream to deliver uninterrupted playback.

Key Features

- Media is delivered based on the format that will provide the best viewing experience on any device on any platform (PC, Mac, mobile devices, etc.)
- Users can record webcam video for instant greetings, assignment feedback, assignment submissions, and more.
- Content is secured and all existing Blackboard permissioning is applied to media files.
- Videos that have been created by instructors or students, from webcams, provided by libraries, etc. can easily be added to the LMS through the Kaltura Building Block, making it easy for students to engage with one another, with faculty, and with the institution using rich media.

What kind of media Copyright Considerations and “Fair Use”

One excellent resource for educators interested in making various types of media available online through their Blackboard courses is “Fair Use Guidelines for Educational Multimedia” (http://data.memberclicks.com/site/ccumc/MMFUGuidelines.pdf). All references below that refer to various section of a document can be found by clicking the link above, or the links embedded in the excerpted text below. *Relevant excerpts from this document follow (in italics) below.*

Fair use is a legal principle that defines the limitations on the exclusive rights of copyright holders. The purpose of these guidelines is to provide guidance on the application of fair use principles by educators, scholars and students who develop multimedia projects using portions of copyrighted works under fair use rather than by seeking authorization for non-commercial educational uses. These guidelines apply only to fair use in the context of copyright and to no other rights.

*There is no simple test to determine what is fair use. Section 107 of the Copyright Act*** sets forth the four fair use factors which should be considered in each instance, based on particular facts of a given case, to determine whether a use is a "fair use":*

The Four Factors of “Fair Use”

1. *The purpose and character of the use," including whether the use is "for nonprofit educational purposes.*
2. *The nature of the copyrighted materials.*
3. *The amount and substantiality of the portion used.*
4. *The impact of the use on "the market" for sale of the book or other material.*

Time Limitations

Educators may use their educational multimedia projects created for educational purposes under Section 2 of these guidelines for teaching courses, for a period of up to two years after the first instructional use with a class. Use beyond that time period, even for educational purposes, requires permission for each copyrighted portion incorporated in the production. Students may use their educational multimedia projects as noted in Section 3.1.

Portion Limitations

Portion limitations mean the amount of a copyrighted work that can reasonably be used in educational multimedia projects under these guidelines regardless of the original medium from which the copyrighted works are taken. In the aggregate means the total amount of copyrighted material from a single copyrighted work that is permitted to be used in an educational multimedia project without permission under these guidelines. These limits apply cumulatively to each educator's or student's multimedia project(s) for the same academic semester, cycle or term. All students should be instructed about the reasons for copyright protection and the need to follow these guidelines. It is understood, however, that students in kindergarten through grade six may not be able to adhere rigidly to the portion limitations in this section in their independent development of educational multimedia projects. In any event, each such project retained under Sections 3.1 and 4.3 should comply with the portion limitations in this section.

Motion Media

Up to 10% or 3 minutes, whichever is less, in the aggregate of a copyrighted motion media work may be reproduced or otherwise incorporated as part of a multimedia project created under Section 2 of these guidelines.

Music, Lyrics, and Music Video

Up to 10%, but in no event more than 30 seconds, of the music and lyrics from an individual musical work (or in the aggregate of extracts from an individual work), whether the musical work is embodied in copies, or audio or audiovisual works, may be reproduced or otherwise incorporated as a part of a multimedia project created under Section 2. Any alterations to a musical work shall not change the basic melody or the fundamental character of the work.

Accessibility Considerations

When instructors make use of video in their courses, they need to carefully consider whether alternative but equivalent instructional material formats are available for students with disabilities that might limit the usefulness of videos (e.g., blind, low vision, hearing impaired, and/or those with cognitive limitations).

For example, if instructors are creating their own videos using products such as Camtasia, and they are recording lectures that make use of PowerPoint slides in narrated videos, the notes that instructors can type in as the narrative in each PowerPoint slide can easily be converted into captions that can be viewed along with the video. Alternatively, a file with the video transcript can be provided.

Alternatively, technology such as the “Dragon Naturally Speaking” voice transcription application, or YouTube’s captioning functionality (which would require you to upload the file to YouTube and then download and edit the transcription file that they would produce) are just two possible ways that you can create your own transcriptions fairly easily.

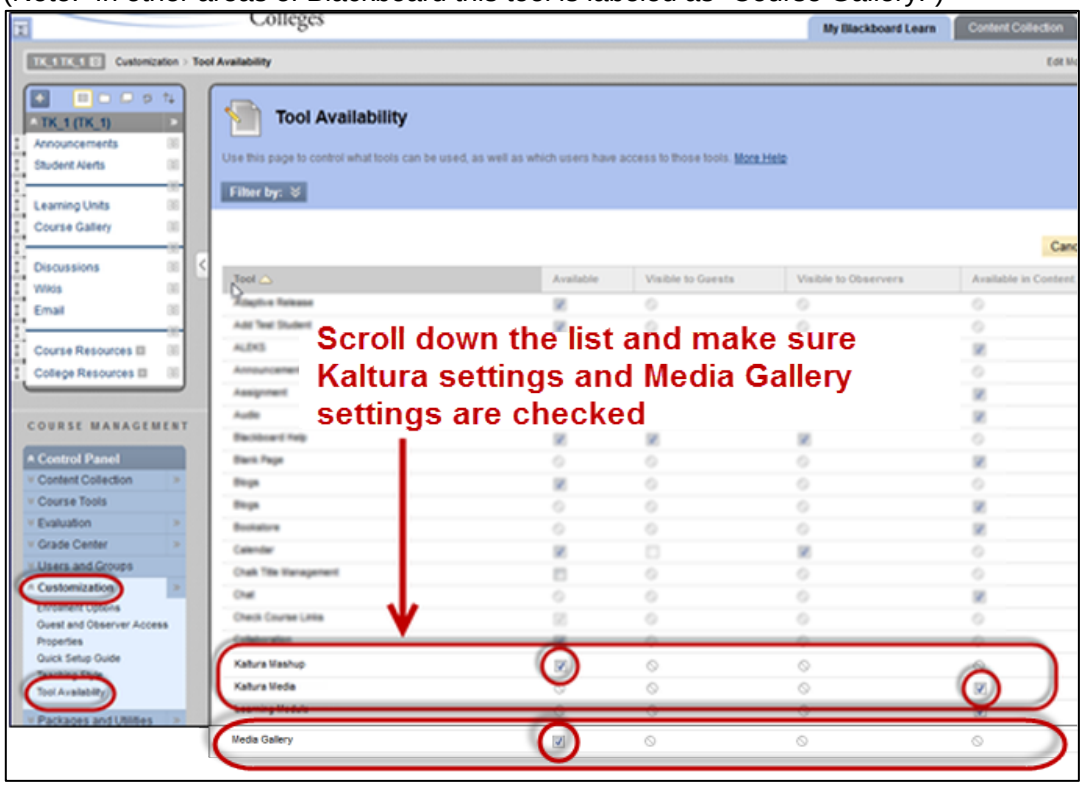
Check with your college’s local Disability Support Services for information and recommendations on how to provide alternative instructional content when videos are part of your required curriculum.

STEP BY STEP INSTRUCTIONS FOR FACULTY

The following instructions will help instructors integrate Kaltura functionality in their Blackboard courses, and enable instructors to make Kaltura media uploads possible for their students if they wish.

Turn on *Kaltura* and *Media Gallery* tools

1. From within your Blackboard course, navigate to:
   Control Panel > Customization > Tool Availability
2. Scroll down the list of tool settings.
3. Make sure that BOTH of the “Kaltura”-related checkboxes are selected.
4. Make sure the “Media Gallery” tool checkbox is selected.
   (Note: In other areas of Blackboard this tool is labeled as “Course Gallery.”)



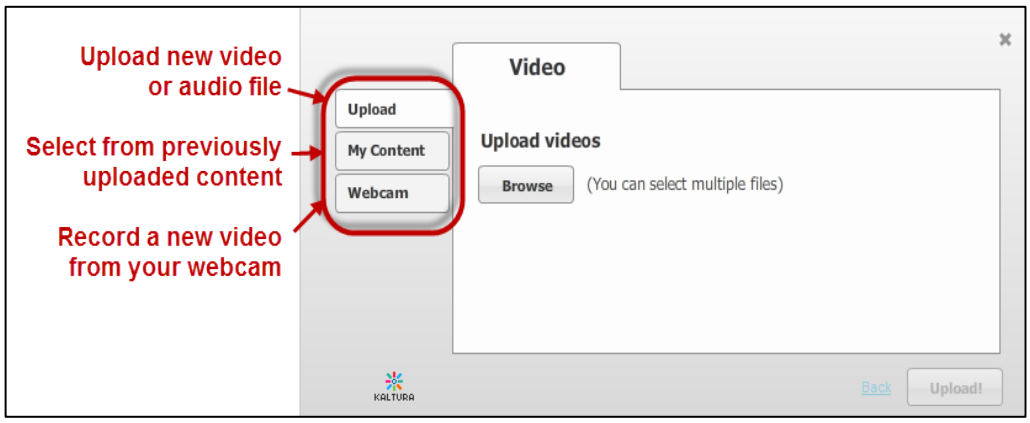
Upload Media Using the *My Media* Tool

- Every Blackboard user (students and faculty) has their own media space on the Kaltura server, called *My Media*, where their content is stored and can be managed.
- **Depending upon your ConnSCU institution,** users may or may not see *My Media* in the row of tabs with your "My Blackboard Learn" tab.

- If the *My Media* tab NOT been enabled at your institution, you can access "My Media" from a link inside the course, in the "Course Gallery." The course instructor must first create a link to the *Course Gallery*. Instructions on how to add links to the *Course Gallery* within a Blackboard course are included in this document.

- Once you navigate to *My Media,* click the *Add Media* button.

- The ***Video*** window will provide the following three options.
  For d*etailed instructions about each option, see the section of this document entitled "Uploading Media: Options and Reminders."*
  - Upload a new video
  - Search My Content
  - Record from a webcam

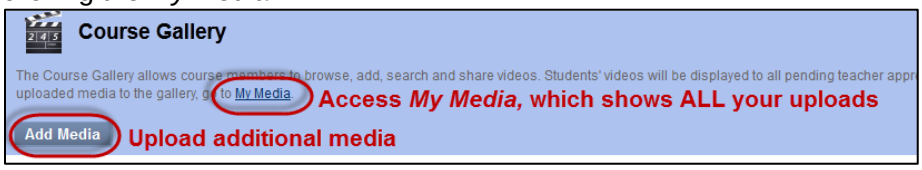


Add a link to the *Course Gallery* (a.k.a. *Media Gallery)* in your Blackboard Course

The ***Course Gallery*** (which also displays in some areas as ***Media Gallery***) is a tool that enables course members to search and view all media content assigned to a course.

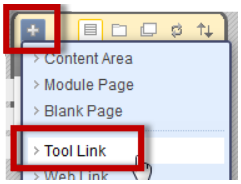
From the *Course Gallery*, users (both instructors and students) can add new media via upload or webcam recording. Faculty and administrators can also define permissions related to content, such as: Who can view content, what content can be shared, what content can be reused by others, or featured, and which videos can be used to create clips through the use of the clipping tool.

- Users can upload videos directly into the *Course Gallery* by clicking the *Add Media* button.
- Users can also view ALL media that they have uploaded to Kaltura by clicking the *My Media* link.

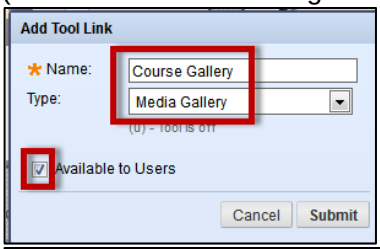


Add a link to the *Course Gallery* on the <u>Course Menu</u>

1. Click the *Add Menu Item* button then select *Tool Link*.



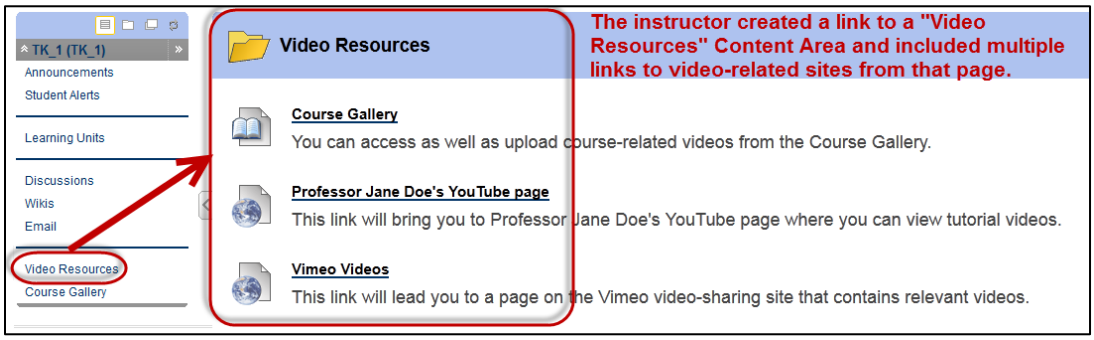
2. <u>Enter the name *Course Gallery* in the "Name" field even though from the *Type* dropdown menu you will select *Media Gallery*</u>. Select the *Available to Users* checkbox. *As shown in the screenshots below,* this ensures that the menu item label will match the name of the tool as it appears at the top of the Tool page. (This mismatched naming issue is a known "disconnect" in Kaltura.)



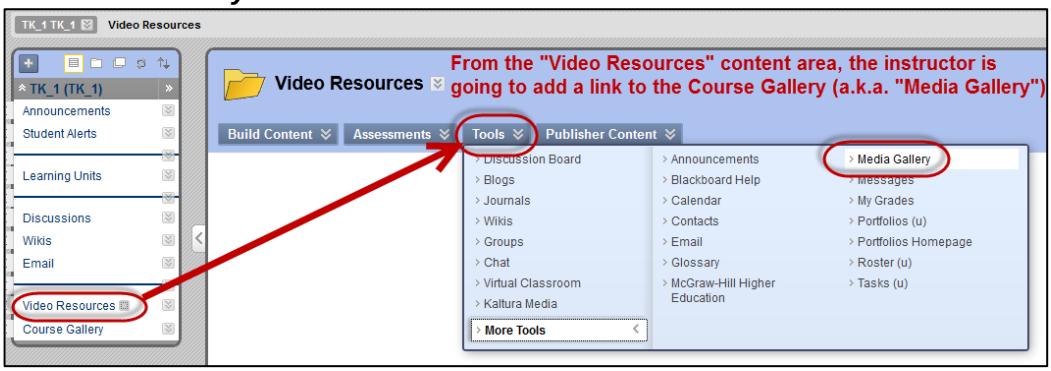
Add a Link to the *Course Gallery* on a Content Area

Sometimes an instructor might prefer to create a link to their Kaltura *Course Gallery* on a content area, rather than directly on the course menu.

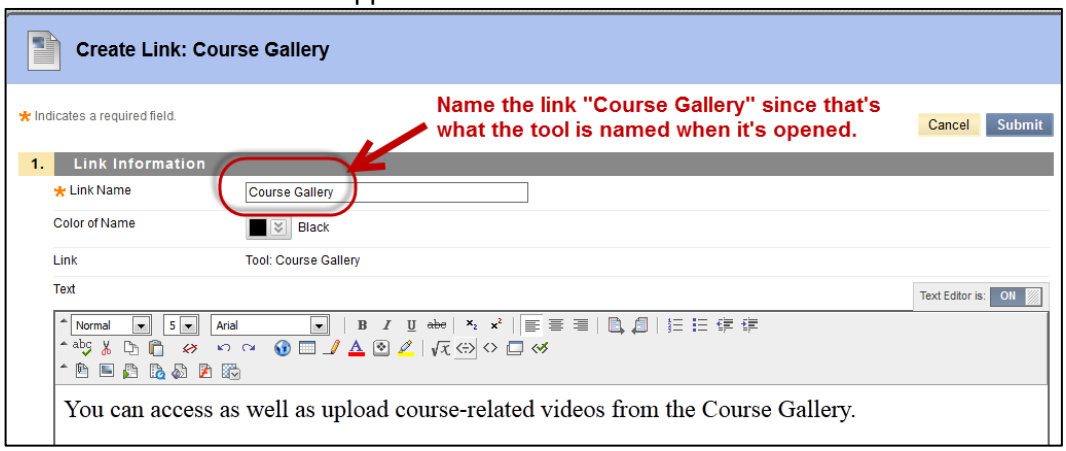
For example: In the screenshot below, the instructor created a content area called "Video Resources." On that content area, the instructor has provided links to *multiple* video resource sites where students can navigate to course related media, one of which is a link to the *Course Gallery.*



1. Create a Content Area from your course menu where you want to add the link to the ***Course Gallery***.



2. Name the link and enter the description and settings you want to apply and then SUBMIT. The link will then appear on the content area.



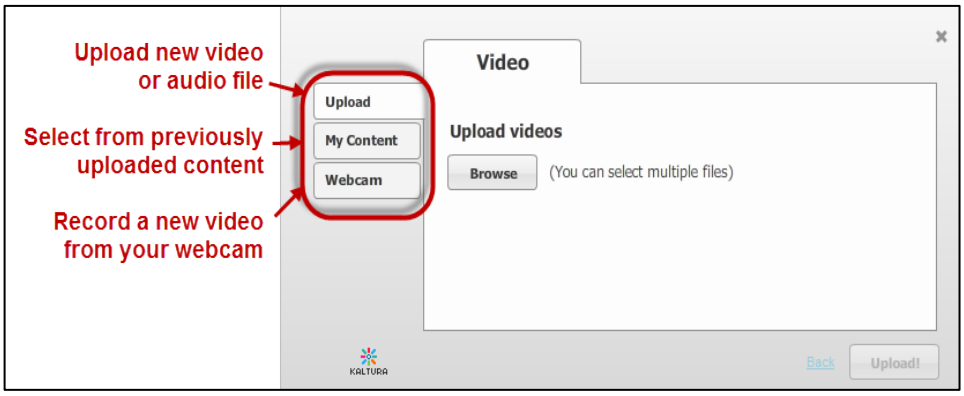
Overview of *Course Gallery* Options

- **Add Media:** Both instructors and students can upload media by clicking the *Add Media* button at the top of this screen.
- **Make the item public in gallery:** Videos uploaded by students or instructors are hidden by default until they are made public in the gallery. Faculty can choose do this by clicking *"Make this Item Public in Gallery."* Items that are not public are labeled as "Hidden."
    - **If the video is public**, it can be added as a featured video in the *"Course Media" Module*. To do this, instructors can click *"Add to Gallery Module on course homepage."* The course will then be identified as "featured" in its course gallery description.
- **Remove from Course Gallery** leaves the item in your "My Content" area, so it can easily be added back into the gallery without re-uploading the file.
- **Delete Media** removes the item from the gallery and from the instructor's "My Content" area.
- ***Create Clip*** enables users to create a short video clip of the media and display it in the *Course Gallery*. Whether or not this option is enabled depends upon administrative settings and whether or not the viewer is the content owner, or the system configuration and the content owner allowed it. Students, as well as faculty, can create a clip of a video if the content owner allowed it.

Uploading Media: Options and Reminders

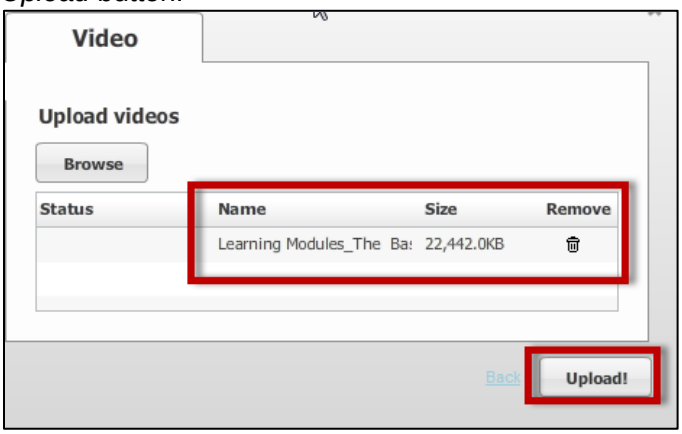
When uploading new media, the ***Video*** window will display three options:.

- Upload a new video
- Search My Content
- Record from a webcam

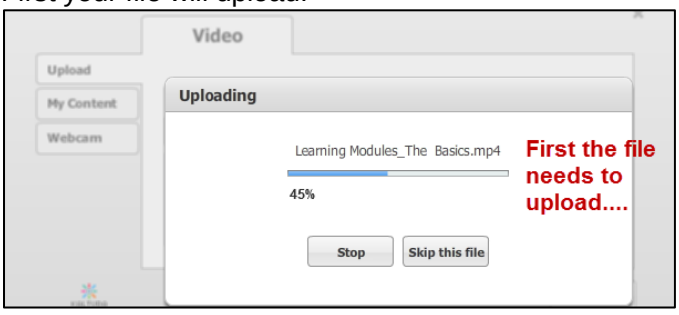


A. Upload a new video

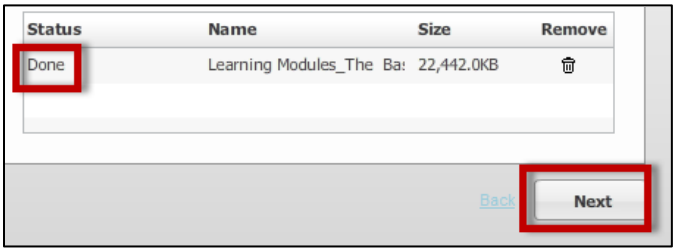
1. You wil first browse to the location of the video on your own PC then click the *Upload* button.



2. First your file will upload.



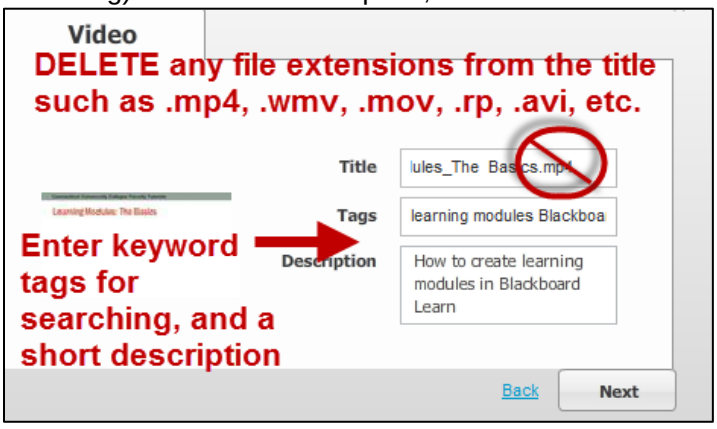
3. Once the file is done uploading, the *Status* will change to “Done.” Click the ***Next*** button.



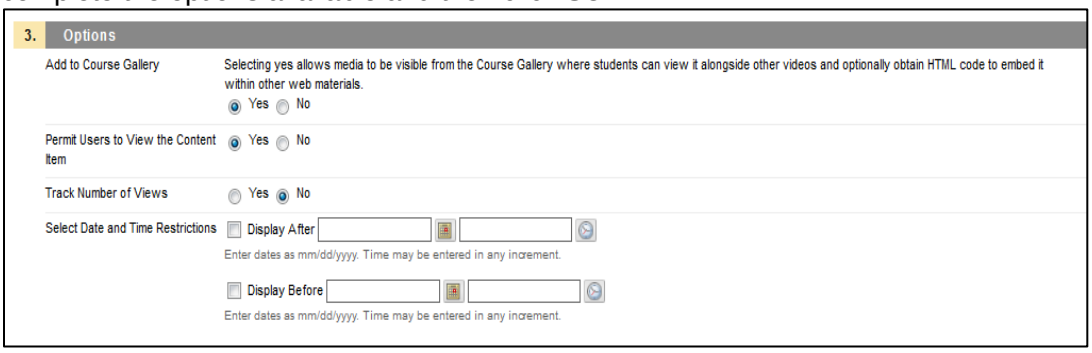
4. Next, the file needs to be “transcoded” into several different “flavors” so that the correct quality of file (high, medium, low) is delivered to the end-user based on the device being used.

   Be sure to DELETE any file extensions when you enter a title, because the file that will be delivered to end-users through Kaltura will NOT be in the original file format that was uploaded. *The file that will be delivered is device-dependent.*

   Once you have entered a descriptive title, some keyword tags (used for searching) and a short description, click the *Next* button.



5. Now you will be returned to the *Add Media Content* form, where you can complete the options available and then click SUBMIT***.***



   - **NOTE on time needed for transcoding**: The transcoding of uploaded media can take quite a bit of time, depending upon the size of the file. For example, a 50MB file could take 10 minutes or more to transcode; 90MB could take 30 minutes or so.

B. Search *My Content*

1. Click the *Search* button then select the video you want to link in the content area, folder, or learning module. Any videos you have already uploaded will display.
2. Click the *Next* button and you can scroll through and select the video you want, then ensure the title, tags, and description are displayed correctly. Click the *Next* button.
3. Now you will be returned to the *Add Media Content* form, where you can complete the options available.

C. Record from a Webcam

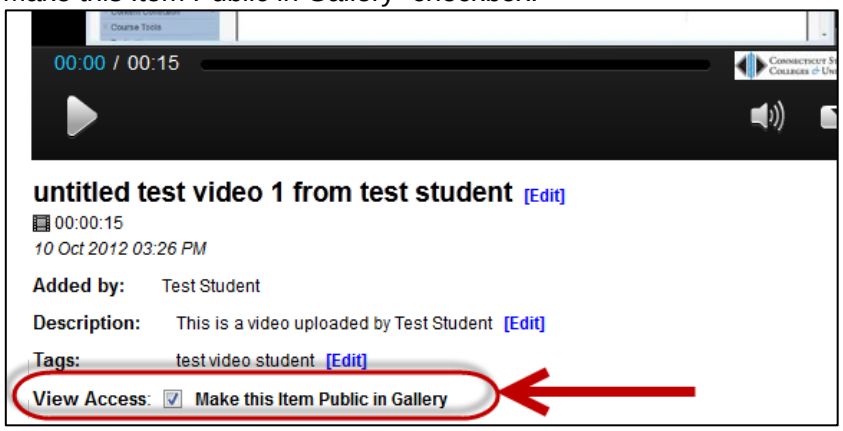
1. Select a webcam, click *Next*, make your recording, and click *Next* again.
2. Enter a title, tags, description and click *Next* and your video will upload.
3. Now you will be returned to the *Add Media Content* form, where you can complete the options available.

Approve Student Media Content Uploaded into the Course Gallery

Before any students in the class can view media that has been uploaded by other students, the instructor needs to approve the media. There are no notifications to instructors when students upload content; you just have to check the Course Gallery.

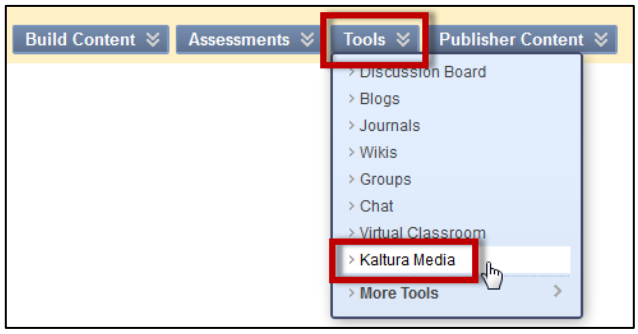
1. Navigate to the *Course Gallery* in your course, and then click on the link to the student-upload media that you want to have displayed publicly in your *Course Gallery*. **Notice that the video is labeled as being "Hidden," meaning that other students cannot see it in the *Course Gallery*.**

2. To enable other students to see the media shared by the student, click "View Access: Make this Item Public in Gallery" checkbox.

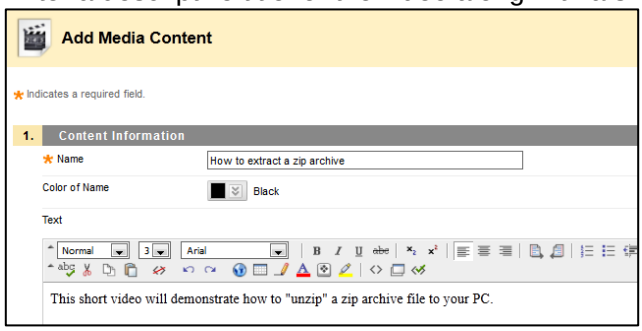


Add Media into a Content Area, Folder, or Learning Module within a Blackboard Course

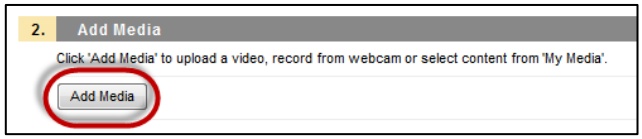
1. Navigate to the content area, folder, or learning module where you wish to create a link to the media. You will see buttons along the top that provide options for adding various types of content or activities.
2. Click the *Tools* button then select *Kaltura Media*.



3. Enter a descriptive title for the video along with a short description.

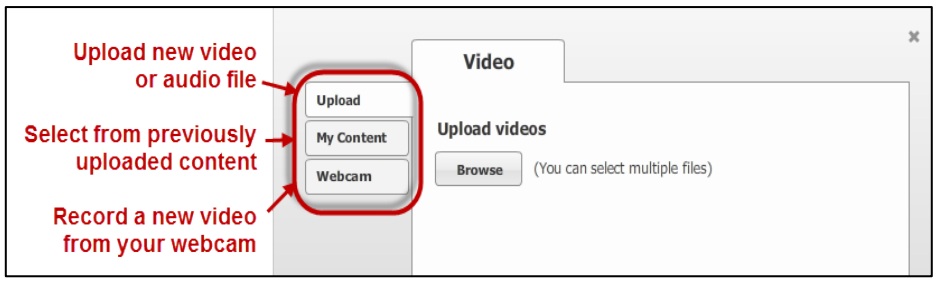


4. Next click the ***Add Media*** button.

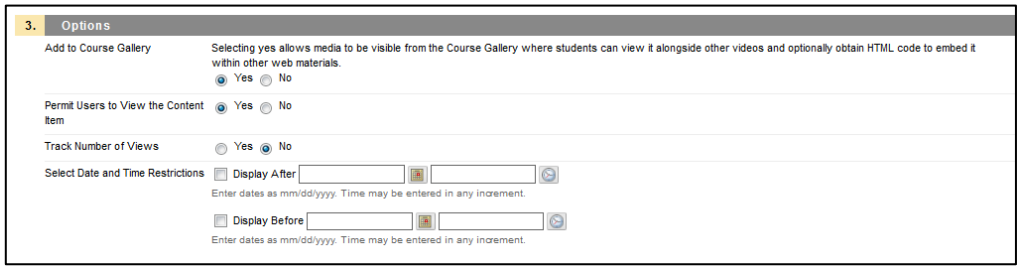


5. The *Video* window will display and provide the following three options.

- Upload a new video
- Search My Content
- Record from a webcam



6. Once you have completed uploading, selecting, or recording, you will be returned to the *Add Media Content* form, where you can complete the options available and then click SUBMIT*.*

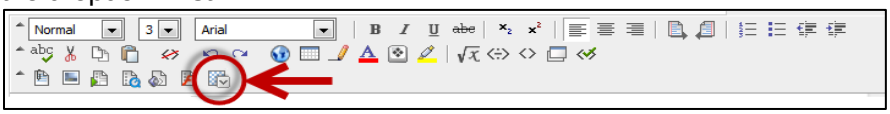


Add a Kaltura Media Mashup using the Text Editor

Users can add media to a variety of different tools (such as Announcements, Discussions, Blogs, etc.) from within the Text Editor by using Kaltura's *Media Mashup* tool. For example, below is a screenshot showing an Announcement that has had a Kaltura video "mashup" embedded into it via the Text Editor:

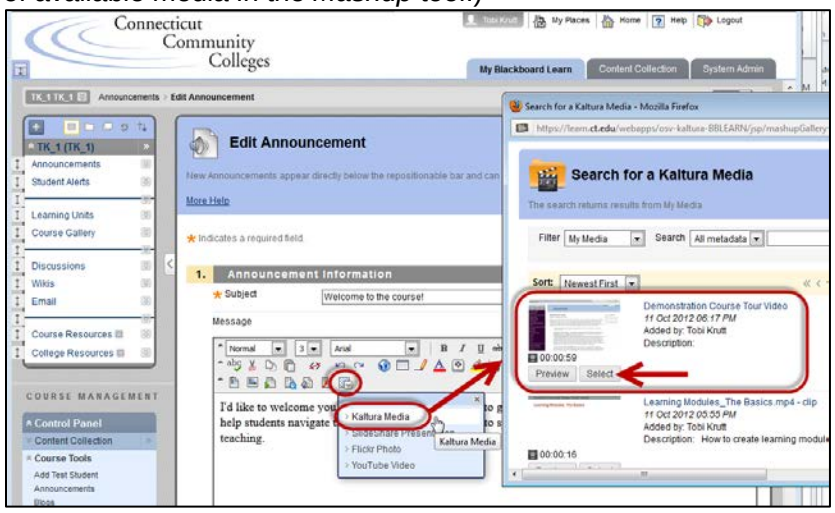
NOTE: The instructions below demonstrate how to embed a video into an Announcement using the Text Editor, but the process is the same regardless of what tool or type of object you are working with.

1. Enter whatever text you want into the Text Editor, and then click your cursor into whatever area of the text block you want the video to be inserted.
2. Click the small Mashup tool button on the toolbar and select *Kaltura Media* from the dropdown list.



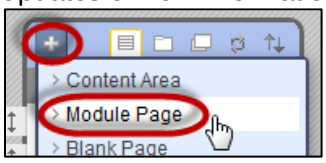
3. The *Search for a Kaltura Media* dialog box will display. From the list of available media, select the item you want, select the desired settings, and then SUBMIT. (Note: You must have already uploaded the file in order for it to display in the list

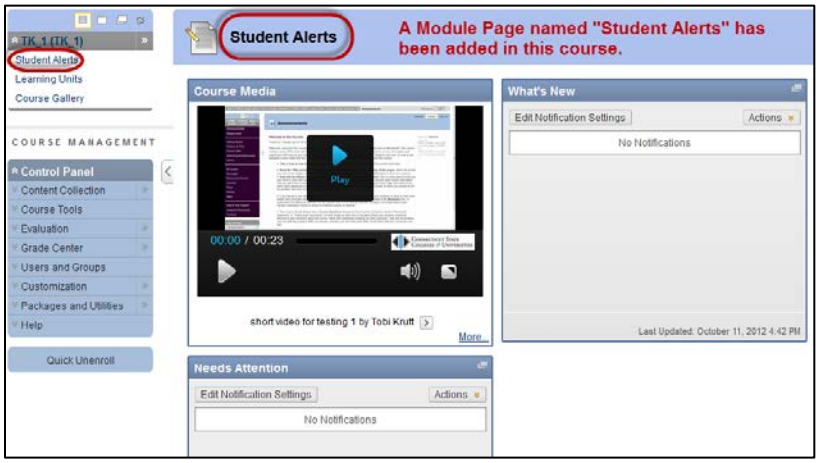
of available media in the *Mashup* tool.)



Add Featured Videos to "Course Media" Module

- Many instructors add a ***module page*** to their course menu. These pages are often titled "Student Alerts" or "Notifications Dashboard," and they contain boxes called *modules* such as "What's New" or "To Do" that can help students stay on track with updates or new information added to the course.

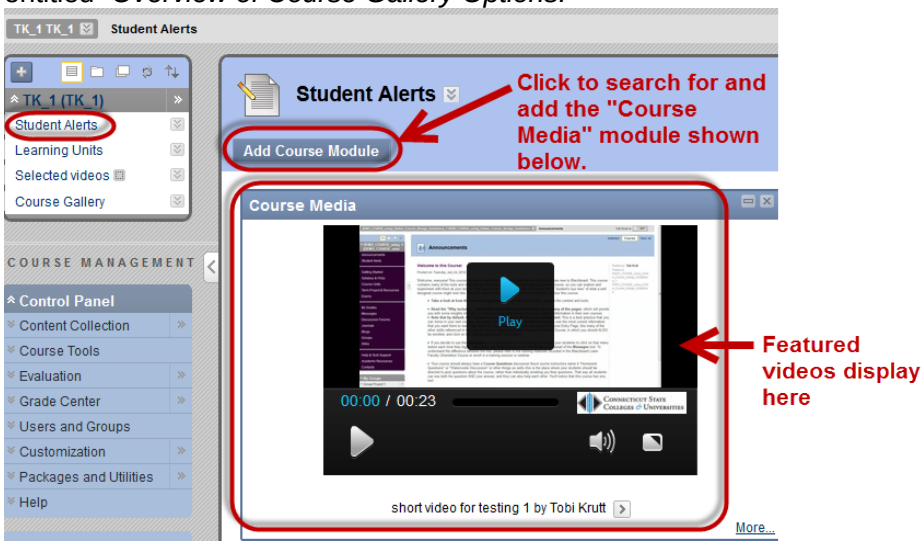




- If your course contains a module page, you can add a *Course Media* module to it. Once this module has been added, you can select "featured videos" from your *Course Gallery* that will display in this module.

- To add the *Course Media* module to a module page, make sure Edit Mode is set to "On" and then click the *Add Course Module* button and ADD that module from the list of modules.

- **To add "featured videos" that display in this module,** see the section of this doc entitled *"Overview of Course Gallery Options."*



Faculty Repository

NOTE: The information in this section has been adapted from the *Kaltura Video Building Block 3.0 for Blackboard 9.x Quick Start Guide.*

The *Faculty Repository* is a central gallery where faculty can browse, search, watch and use media shared by other faculty members. Kaltura Administrators can populate the Faculty Repository with curriculum and library content.

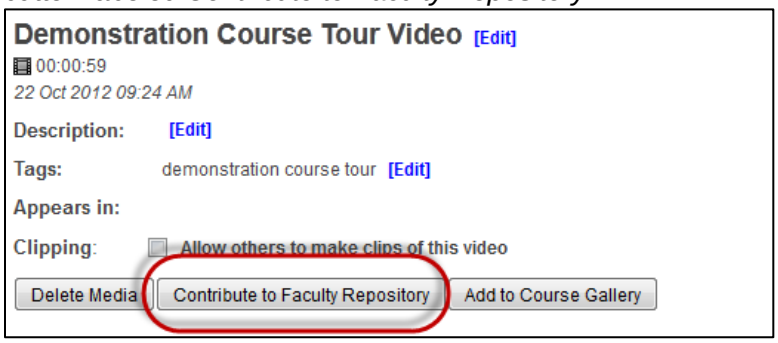
Why Contribute Data to the Faculty Repository?

Faculty members can contribute media to the Faculty Repository for other faculty members to use. Finding the relevant media depends on how descriptive the metadata of the media is. (Metadata is a term that refers to adding relevant descriptive tags or keywords to data objects such as videos, etc. to facilitate searches.) There are additional metadata fields specific to the Faculty Repository to provide more information. NOTE: Metadata fields are configurable and may be different than what is displayed in the examples included here.

Contribute Media to the Faculty Repository

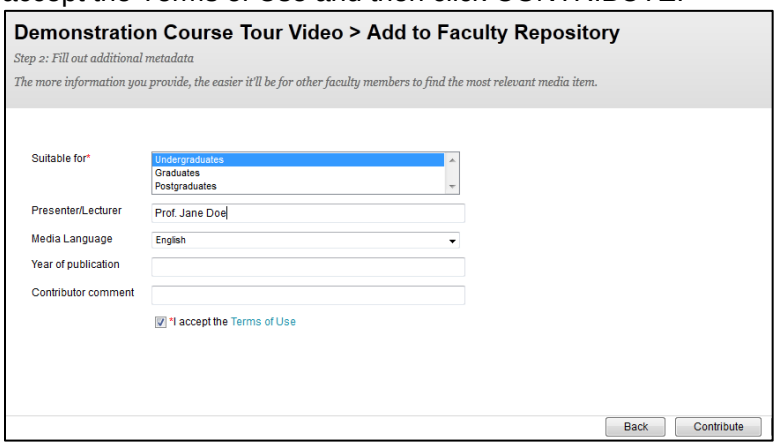
1. Navigate to the *My Media* tool and select the media you want to contribute.

2. Beneath the large thumbnail of the video in the right-hand frame, click the button labeled *Contribute to Faculty Repository*.



3. Check the boxes that indicate what which academic fields of study this video should be associated with.

4. Select the audience and add other relevant metadata about the media, accept the Terms of Use and then click CONTRIBUTE.



Add the *Faculty Repository* Module to your *My Blackboard* Page

1. Go to the *My Blackboard* page.
2. Click the *Add Module* button.
3. Find or search for the “Faculty Repository” module.
4. Click *Add.*
5. When you return to the *My Blackboard* page you will see the *Faculty Repository* module.

Add media to your Course from Faculty Repository

1. Search the content to find the media you want.
2. Click the thumbnail of the video you want to add.
3. Click the Add to a Course Gallery Button.
4. Select the relevant course from the dropdown list of your courses, and then click OK.

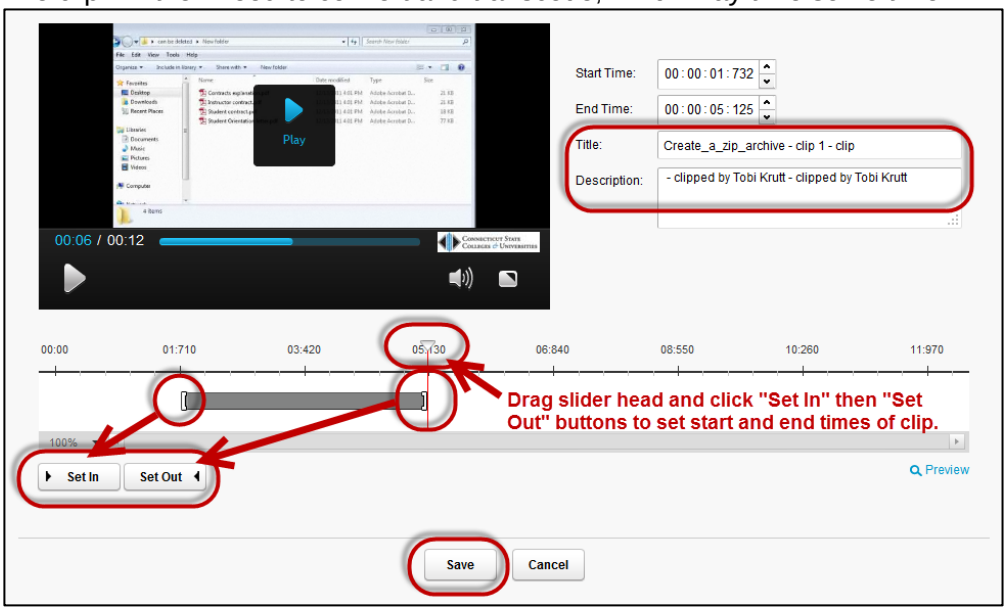
Creating "Clips" from Existing Media

Only faculty can make clips of videos; this functionality has not been enabled for students in the ConnSCU system.

In order for users other than the one who uploaded the media to create clips from the media, the media's "owner" must have selected the checkbox ***"Allow others to make clips of this video"*** in the *My Media* tool.

Create a clip from media using the Clipping Tool

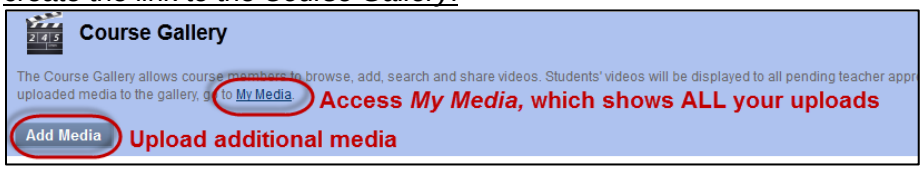
1. Go to *My Institution> My Media*.
2. Select a media item.
3. Click *Create Clip*.
4. Drag the slider head to the location on the timeline where you want your clip to start, then click the ***Set In*** button.
5. Drag the slider head to the location on the timeline where you want the clip to end and click the ***Set Out*** button.
6. Modify the clip's title and description.
7. Slick the ***Save*** button.
8. The clip will then need to convert and transcode, which may time some time.



Upload Media Using the "My Media" Tool

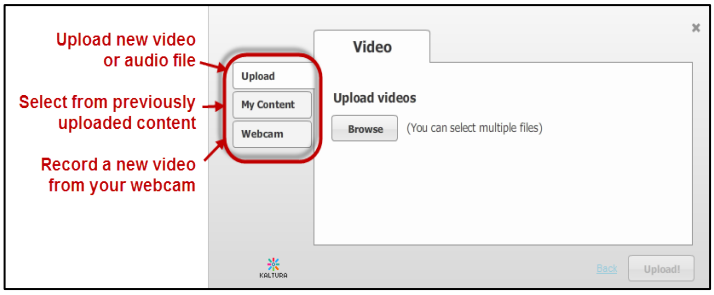
- Every Blackboard user (students and faculty) has their own media space on the Kaltura server, called **My Media**, where their content is stored and can be managed.
- ***IMPORTANT NOTE:*** *Students must first upload their media to the* ***My Media*** *tool before they can choose to add it to the Course Gallery, embed a link to it into a submitted assignment, etc. DO NOT DELETE MEDIA THAT YOUR INSTRUCTOR STILL NEEDS TO REVIEW!*
- **Depending upon your ConnSCU institution,** users may or may not see a tab to *My Media* in the row of tabs with your *My Blackboard* Learn" tab.

- If the *My Media* tab NOT been enabled at your institution, you can access *My Media* from a link inside the course, in the *Course Gallery*. Your course instructor must create the link to the *Course Gallery*.



- Once you navigate to *My Media,* click the *Add Media* button.

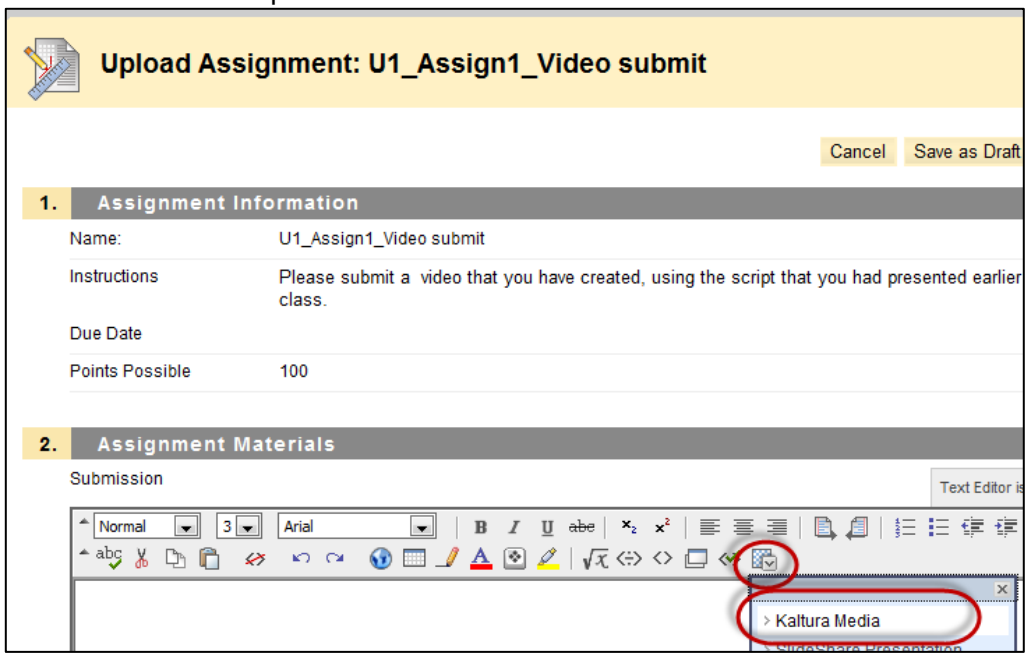
- The *Video* window will display and provide the following three options.
  - Upload a new video
  - Search My Content
  - Record from a webcam



  - **Once you have uploaded your media, your instructor has to make it public in the Course Gallery before other students can view it. You can embed a link to the video as part of an assignment submission, etc.** *NOTE: If you remove the video from My Media it disappears from the Course Gallery!*

Embed Kaltura Media into an Assignment Submission

1. The student navigates to the assignment within their Blackboard course.
2. From the Text Editor, they click the small “Mashup” button on the toolbar and select the *Kaltura Media* dropdown.

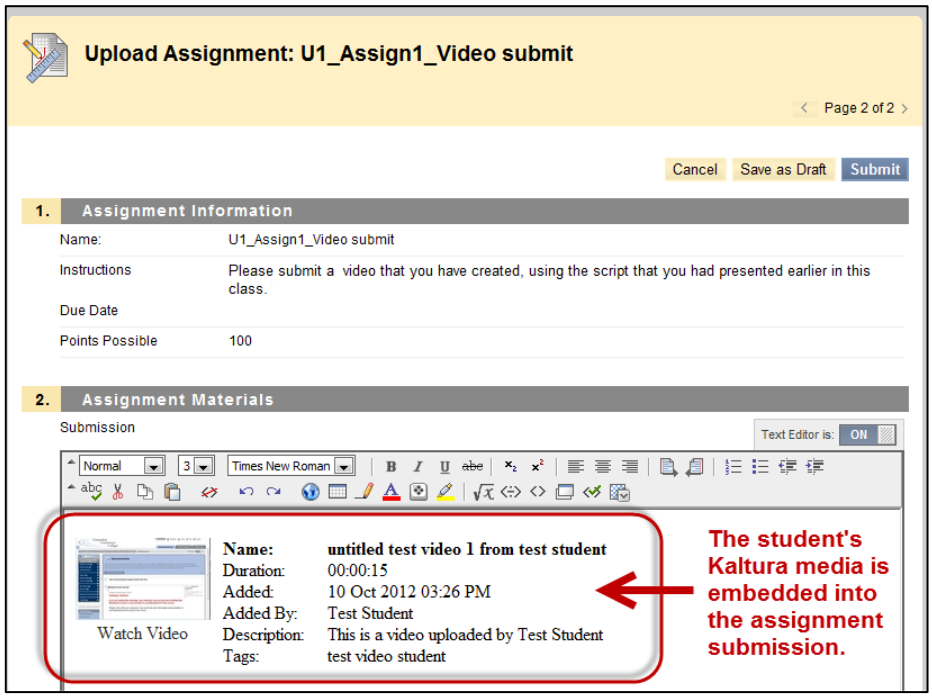


3. The student searches for the media that they had previously uploaded through *My Media*, and then selects the video they want to embed into the assignment they are submitting.

4. On the next screen, *Create Mashup Item*, the student clicks SUBMIT.
5. A link to the student’s previously uploaded media is embedded into their assignment submission. Now the student can SUBMIT the assignment.

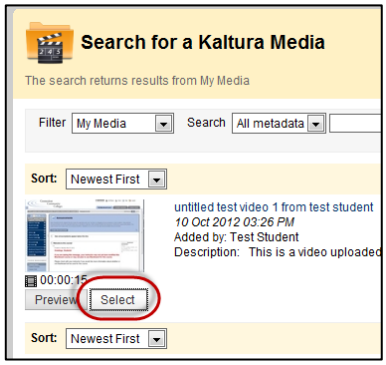
   NOTE! DO NOT DELETE THE VIDEO FROM YOUR ‘MY MEDIA’ AREA OR THE

INSTRUCTOR WILL BE UNABLE TO ACCESS YOUR SUBMITTED VIDEO!!



Embed Kaltura Media into a Discussion, Blog, or Journal

1. The student navigates to the discussion, blog or journal within their Blackboard course.
2. From the Text Editor, they click the small “Mashup” button on the toolbar and select the *Kaltura Media* dropdown.

   NOTE! DO NOT DELETE THE VIDEO FROM YOUR ‘MY MEDIA’ AREA OR THE INSTRUCTOR WILL BE UNABLE TO ACCESS YOUR VIDEO!!

3. The student searches for the media that they had previously uploaded through *My Media*, and then selects the video they want to embed into the discussion, blog, or journal. The media students embed in this way will be viewable by other students in the course from within that discussion, blog, or journal.